

IN THE CLAIMS:

The following listing of the claims supersedes and replaces all prior claim listings.

Claims 1-19 (Cancelled).

20. (New) An information acquiring apparatus comprising:

a database in which information relating to a media can be searched by key data generated based on information at a predetermined place of said media and in which an address of a server relating to the media is stored;

means for obtaining, through the Internet, an address of a website relating to the media from the server; and

means for accessing, through the Internet, the website based on the address of the website obtained from the server.

21. (New) The information acquiring apparatus according to claim 20, further comprising means for inquiring a user, before obtaining the address of the website, whether an access to the server is acceptable.

22. (New) The information acquiring apparatus according to claim 20, wherein said key data is generated by calculating a portion of index data of said media in a predetermined manner.

23. (New) The information acquiring apparatus according to claim 20, wherein the website provides a service so that a user can directly purchase another media or goods relating to the media via the website.

24. (New) An information acquiring method comprising the steps of:

accessing, through the Internet, a server based on an address stored in a database in which information relating to a media can be searched by key data generated based on information at a predetermined place of said media; and

obtaining, through the Internet, an address of a website relating to the media from the server.

25. (New) The information acquiring method according to claim 24, further comprising the step of inquiring a user whether the access to the server is acceptable before connecting the server.

26. (New) The information acquiring method according to claim 24, wherein said key data is generated by calculating a portion of index data of said media in a predetermined manner.

27. (New) The information acquiring method according to claim 24, wherein the website provides a service so that a user can directly purchase another media or goods relating to the media via the website.

28. (New) A program to be executed in a computer, the program comprising instructions for performing the steps of:

accessing, through the Internet, a server based on an address stored in a database in which information relating to a media can be searched by key data generated based on information at a predetermined place of said media; and

obtaining, through the Internet, an address of a website relating to the media from the server.

29. (New) The program according to claim 28, further comprising the step of inquiring a user whether the access to the server is acceptable before connecting the server.

30. (New) The program according to claim 28, wherein said key data is generated by calculating a portion of index data of said media in a predetermined manner.

31. (New) The program according to claim 28, wherein the website provides a service so that a user can directly purchase another media or goods relating to the media via the website.